

**IUPUC Board of Advisors
February 10, 2016
Columbus Learning Center - Student Commons**

Minutes

- Attending: Chad Buhler, Gary Felsten, Cindy Frey, Joe Fuehne, Steve Gochenour, Denise Jennings, Greg Knudson, Carla Laymon, Karen Niverson, Greg Pence, Joe Peters, Jim Plump, John Quick, Larry Richards, Beth Sharer, Matt Souza, Brenda Vogel, Tom Vujovich, Robert Williams
- Not Attending: Dave Barker, Jim Bickel, Tom Bigley, John Burnett, Dave Elwood, Melinda Engelking DeLap, Harold Force, Jacquie Franz, Tom Harmon, Jack Hess, Jason Hester, Rick Johnson, Jim Lienhoop, Mary Ann Nunn, Srikanth Padmanabhan, Gil Palmer, Jill Shedd, Gregg Summerville
- Guests: Joe Heltzel

Welcome, Approval of Minutes

Larry Richards

Larry Richards, Interim Vice Chancellor and Dean, welcomed everyone to the Board of Advisor's meeting at 12:00 p.m. Chair Dave Barker and Vice Chair Rick Johnson, were unable to attend today's meeting.

Dr. Richards explained that the room location was changed from the Columbus Learning Center Student Commons to CC 176 to make it easier to hear and see presentations and that the IUPUC representatives have been reduced to four plus an Alumni representative, SGA representative, Purdue Polytechnic representative, and others who may have an interest in or have an important contribution to make to a particular topic.

The minutes are approved.

Development Update

Brenda Vogel

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- Bicentennial Campaign
 - Transformational Gifts
 - No matter the size, one common tie: IMPACT
 - Capacity to ALTER programs, perceptions, and the future of IUPUC
 - Ultimately CHANGE the culture
 - Matching Gifts
 - All new endowed scholarships more than/equal to \$50,000
 - Once the gift is fully funded and generating spendable income, an IU match equal to 4.5% of the original gift amount will be provided annually
 - \$50,000 minimum for new endowed; \$5 million maximum
 - Tom Vujovich, donor testimonial
 - Supporter of education in many ways because it has helped shape his and Tina's lives
 - A previous donation supported an Internet Bar in the Columbus Learning Center
 - Support helps the important work that takes place on this campus every day of the week
 - Support helps ensure that others will benefit from the educational experiences that this campus has to offer
 - IUPUC is an important community asset that plays an important role in this region
 - IUPUC fills an educational gap in one of the most underserved, undereducated regions of the state
 - Even during transitions in leadership the work never stops for the campus and therefore it is important to make a financial commitment to the campus during this capital campaign
 - All gifts matter
 - Individually we can't change the world but at IUPUC our individual gifts can help change lives
 - I encourage you to find your place and role to make a commitment in making IUPUC a better place to learn and grow

Campus Update

Larry Richards

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- Search status for permanent Vice Chancellor and Dean
 - The Search Firm of AGB Search is assisting in the search for the next vice chancellor and dean. There are 13 members on the committee and Dr. Richards is the Chair. The neutral-site interviews will begin this month and 3-4 candidates will be brought to the IUPUC campus for a 1-day interview by the end of

February and will spend an additional ½ day at the IUPUI campus. The announcement for the selection of the VC&D will be mid-to-late March by Dr. Paydar.

- IU Online
 - Chris Foley, Director of IU Online, visited IUPUC recently
 - Questions from IUPUC:
 - What can IUPUC be doing now to participate in IU Online; suggestions?
 - It won't be long before we participate in joint online program from all campuses
 - In preparation, we should
 - Develop high quality courses
 - Begin using these course in a hybrid way
 - Online is here to stay because
 - It accommodates working adults who wish to complete a degree
 - It is efficient
 - It can be done with quality even though it is not a classroom experience
 - Barriers include
 - ✓ Accurate materials
 - ✓ Infrastructure set-up
 - ✓ Training
 - ✓ Financial aid
 - ✓ Course designers
 - Price point goal
 - In-State student: more expensive because of distance education fee
 - Out-of-State student: less expensive than traditional campus experience
 - IU Online created 3 years ago

Enrollment / Recruitment Overview

Larry Richards & Joe Heltzel

- Mission: Bachelor's and selected Master's degrees
- Regional accessibility and affordability
- Enrollment growth – financial viability
 - Support from the State is not increasing
 - Tuition not increasing with cost of living
- Where can future growth be found?
 - Traditional students
 - Non-traditional students
- Changes to improve communications with prospective students
 - Talisma (Constituent Relationship Management/CRM)
 - Multichannel communication plan (responsive to the actions students make or don't make and utilizes Talisma)
 - Campus Cast (database warehouse to be used for text messaging and html email platform)
 - Revised website that is focused more on recruitment and adjusts its format to the type of device you are viewing it on – desktop, laptop, tablet, or smartphone
- IUPUC Enrollment Funnel
 - Suspects – purchased names
 - Prospects – have expressed interest in IUPUC at least 1 time
 - Applicants – have applied to IUPUC
 - Admitted Students – have been admitted to IUPUC
 - Enrolled Students – have enrolled at IUPUC
- Student Ambassadors Recruiting
 - New model teams
 - Events Team
 - Social Media Team
 - Internal Communication Team
 - External Communication Team
- Future Items to expect or address
 - Salesforce (CRM) which will eventually replace Talisma
 - Continued refinement of enrollment processes and practices
 - Staffing needs
 - Location within the current building
 - Possible expansion of our recruitment territory into unclaimed regions or 'shared' regions

- Enrollment Management Positions
 - Digital Media and CRM Specialist
 - Information Management Analyst
 - Academic Advisor/Coordinator of Orientation Services and Support for Students in Transition
 - Enrollment Coordinator/Webmaster
- Challenges
 - H.S. graduation rate level declining
 - Staff budget limits
 - Orientation participation
 - Retention/Students who drop out
 - Exit interviews
- Relationship between enrollment and revenue
 - Higher education is a competitive business
 - Students select this campus over other campuses
 - Building a reputation that we are a destination campus
 - Attain a quality education with limited debt
 - Potential to increase the 21st Century Scholars and Pell Grant recipients
- Enrollment Trends
 - New Students 2006-2015
 - Fall Beginners, 2.3% decline
 - Fall Transfers, 4.0% decline
 - Overall Enrollment Trends 2006-2015
 - Fall Enrollment, 16% growth
 - Fall Credit Hours, 20.5% growth
 - Overall Enrollment Trends 2007-2016
 - Spring Enrollment, 11.4% growth
 - Spring Credit Hours, 18.6% growth
 - Future Enrollments: Assumptions
 - Same mission: bachelor's and master's degree
 - Two populations: traditional and non-traditional
 - Small increments for improvement in what we have been currently doing vs. big shifts to jump enrollments up
 - Minimal, if any, upfront investment
 - IUPUC Region
 - There is a decline in the number of high school graduates
 - The number of non-traditional students are growing on a national basis
 - Changes needed
 - Student Center
 - New programs without upfront investment
 - What is needed to be competitive with traditional 4-year institutions
 - Convenience and flexibility
 - IU Brand is important
 - Online availability
 - Well-packaged cohort based programs
 - Student support
 - Employer support for higher education
 - Personal phone calls by board members and alumni for a more personal touch

Meeting Adjourned

Larry Richards

Dr. Richards thanked the members for their participation today and adjourned the meeting at 1:25 p.m.

*Meetings for the IUPUC Board of Advisors are held quarterly on the 2nd Wednesday of the month. The next meeting will be **May 11, 2016** in room CC 176.*

Meeting dates for 2016-2017 are:
September 14, 2016 February 8, 2017
November 9, 2016 May 10, 2017